THE PENNSYLVANIA STATE UNIVERSITY
UNIVERSITY PARK • PENNSYLVANIA

Division of
Academic Research and Services
405 Old Main
UNiversity 5-7675

April 11, 1961

Mr. William G. Harley
National Association of Educational
Broadcasters
1346 Connecticut Avenue, N.W.
Washington 6, D. C.

Dear Bill:

The draft of the proposed letter of agreement between NAEB-NETRC with respect to areas of activities looks O.K. to me.

Is the radio network and the quid pro quo still in abeyance?

Kindest regards

Sincerely,

LPG.

L. P. Greenhill
Associate Director

LPG:fh

THE FLORIDA STATE UNIVERSITY

TALLAHASSEE

UNIVERSITY BROADCASTING SERVICES

March 21, 1961

Mr. William G. Harley
Radio Hall
University of Wisconsin
Madison, Wisconsin

Dear Bill:

I am, as you know, at the moment extremely sensitive to the fact that educational broadcasting is in a state approaching the frenetic. We who have been trying to awaken other educators, service agency people and the public to the potentialities of educational radio and television have perhaps succeeded too well. We now find all manner of upstarts who want to come into the fold. We are shocked to find that many of them are already well established within the fold, that they have some strong opinions which are not at all compatible with ours. We all want to run our radio stations and our TV stations according to what we consider the established, traditional -- therefore defensible -- patterns we have helped to shape through many years of close association with one another through NAEB.

We deal in personalities, we hark back to precedent, we engage in semantic gymnastics....and meanwhile the pace accelerates, the confusion becomes multiplied. We are at a point where somebody must yell halt.

My reaction to the draft of proposal for NAEB-NETRC working relationships is that it is a good a statement as can be formulated at the moment. Unless we assume good faith on the part of NET, we might as well stop talking, declare NAEB a rival organization to NET and choose up sides. This would obviously be a pathetic waste of leadership, talent and money.

I think the statement defines some areas of responsibility for both organizations as clearly as they can be defined. It indicates others where one organization will carry a primary responsibility, supported by the others. I don't see how we can be more explicit without creating conditions which limit the development of educational broadcasting.

It seemed to me that some members of the NAEB Board are trying to develop a document which will be binding for all time. The nature of educational broadcasting and the pace at which it is accelerating make this impossible. Whatever document is developed will be interpreted by responsible officials of NET, NAEB and JCEB. If things reach the point where it is no longer a practical instrument, it will need to be revised in the light of experience and current conditions.

The proposal pointedly makes no reference to the NAEB tape network. It has been described as the most important asset of NAEB, therefore not to be lightly relinquished. But I am worried about the NAEB tape network. It, together with a vast library of LP's and occasional locally produced remote concerts and recitals and talks, constitutes the program offerings of WFSU-FM. (Plus a few

series picked up here and there.) The University administration has never directed me to operate a cultural entertainment service for a small -- though fanatically dedicated -- segment of the community. I can think of many other uses to which the station could be put. I do not see how, in the light of legislative pressure to increase faculty production, to bring all possible media to bear on the learning process, to justify activities in the cold terms of practicality -- in view of all this, I do not see how the University can continue to operate a egg-head program service. If the administration attempts to bring the radio station in out of its orbit, many NAEB programs will have little meaning.

Ever since we went on the air with the TV station, I have been concerned about a closer relationship between programs on radio and TV. We use the TV station for many purposes which could as easily or better be served by radio. If we related the two, we could launch something on television, follow it up on radio, freeing some TV time to initiate offerings in other areas. But our viewers and listeners do not think of the services as complimentary. Our instructional departments do not. The radio station and the television station are actually competing for the same audience.

I do not think that the Center could, at the present time, do anything about this. But I think that coordination and inter-relating of program material can more easily be accomplished by a single program service, for both radio and television.

If the Center means to compete with NAEB through the present kind of BFA offering, this is a far cry from the kind of thing I have in mind. If the Center would merely expand BFA to include the NAEB tape network, this would not really change anything for the local station. But if the Center intends to develop some really new concepts in programming with built-in cross support of radio and television, then this is new and exciting possibility.

This is being written hurridly as my reaction to you. I am afraid I might be most uncomfortable to have copies of it circulated among members of the Board.

In a nutshell, I endorse the proposal as drafted, assuming that the day-to-day implimenting of it will be handled with the same care and breadth of vision that went into developing it.

Best regards,

Roy

Roy Flynn
Director

RF/as

RADIO BROADCASTING STATIONS
WSUI AND KSUI (FM)

STATE UNIVERSITY OF IOWA
IOWA CITY

April 6, 1961

Wm. G. Harley
President, NAEB
1346 Connecticut Avenue
Washington 6, D.C.

Dear Bill:

Thanks for your memo to Board of Directors of April 3 and the attached material.

Regarding the Draft of Proposal for NAEB-NETRC Working Relationship. I believe I expressed my opinion in Milwaukee that NAEB should not give up, as one of its primary responsibilities, the "development of additional educational radio stations, methods of interconnection there of, and new patterns of program distribution." To me this indicates, at least in some measure, consideration of shifting our tape network and any plans we may have for a live network, to NETRC.

In Paragraph VI, "International Educational Broadcasting" referance is also made to primary responsibility for foreign program material; its planning, production, distribution, and transmission thereof being the primary responsibility of NETRC. We were told that NAEB had contacts in foreign lands and could develop them in an effort to augment local tape network programming. I would like to see NAEB continue with this as one of its primary responsibilities. I also question the desirability of having one organization responsible for exchange of consultants. over-seas visits and other international affairs and another for the international programming. It seems to me that by exchanging consultants and overseas visits a great deal of international programming can be developed.

I am sure these things will be discussed at our Columbus meeting and am looking forward to learning more about them.

Sincerely,

Carl H. Menzer
Director, WSUI-KSUI

CHM/pt

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE REGIONAL DIRECTOR

April 20, 1961

Mr. William G. Harley
President, NAEB
1346 Connecticut Avenue N.W.
Washington 6, D.C.

Dear Bill:

I have refrained from attempting word or line changes to the proposed letter of agreement with the NETRC for two reasons. First, I feel you who are "on the ground" and working actively with the problems are in a position to do the best job. Second, I doubt that such a document as this can successfully be contrived by a committee as scattered as our board is between its meetings.

However, in advance of the Columbus meeting I would like to put some thoughts on paper as background to the deliberations. I don't do this with any feeling that I am instructing or preaching to you or any of our board members. Instead, I hope that clarification of points on which I might be in error will serve constructively to dispel any misinterpretations I may have of our present position.

In the first place, I don't think any reasonable person can doubt that certain agreements must be made between the NETRC and the NAEB. I won't waste time in belaboring the obvious necessity of these agreements. Further, we should all realize that agreements will be made as questions arise in the day-to-day conduct of the business of the two organizations. Our only choice is whether these agreements are formal and between organizations, or informal and between the working presidents and their staffs.

It is my feeling that the main obstacle to constructive agreements between organizations at this point is a widespread distrust of the NETRC within NAEB. This distrust runs the scale from mild uneasiness to the concept of the NETRC as a "monolithic evil" - and those who hold the most extreme view are not without a good deal of company.

This NAEB feeling most often finds expression in such phrases as "I don't trust Jack White." White has become synonymous with the Center and, as the highest Center official known to the majority of NAEB members, he has personally been the target for NAEB members' uneasiness with the Center.

However, it is my belief that, at least in part, it is a distrust of the unknown that is being personalized and vocalized as a distrust of White. This thought first struck me in Milwaukee when I was returning to our hotel from the morning board meeting with four other members of the NAEB board. In the belief that I must be the only one who didn't know the answer, I asked who would now be Jack White's boss with Scott Fletcher gone. NOBODY PRESENT KNEW. I then asked who was on the NETRC board. NOBODY PRESENT could name one. I asked if any of them were broadcasters. NOBODY PRESENT knew.

Now, if five members of the NAEB board couldn't answer any of the three questions, I wonder how many of the rank-and-file members of NAEB know the answers?

I am convinced that the NETRC and the NAEB can't work together harmoniously in the interest of educational broadcasting as long as there is deep-seated distrust between organizations. And I am convinced that this distrust will remain until NAEB members know who and what are behind Jack White, and what their motives and motivations are.

Along this line, I suggest that near the beginning of the Columbus board meeting, some explanation of the NETRC hierarchy be given. This should include the role and influence of the NETRC affiliates' committee.

Also, if the Allerton meeting is held this summer, I strongly urge that some NETRC board members be invited to attend at least for a couple of days so that NAEBers can meet them. Few people turn out to be the ogres, in person, that our imaginations can make of them when they remain unknown.

I believe these would be constructive steps toward NETRC-NAEB agreements. Until formal agreements have actually been made, and afterward, in the interpretation of broad general agreements, our respective presidents and their staffs can be expected to arrive at informal working agreements between themselves.

However, I think any agreements on general policy, such as the proposed letter of agreement, should be made between the boards of the two organizations. I doubt that the NAEB board is ever likely to enter into a formal agreement with the President of the NETRC. (This definitely applies to Jack White, but also to anybody else who might succeed to his position.)

If we can eventually dispel the cloud of doubt that hangs over our negotiations, I believe then that NAEB can enter into solid agreements with the NETRC with great confidence, and without fear of weakening our organization. For, despite the NETRC's money,

relative freedom of action and aggressiveness, the NAEB is, and will remain, the stronger organization. The NAEB is educational broadcasting, and no amount of service the NETRC can perform can eliminate the absolute necessity of NAEB.

Finally, I feel that this is a time for leadership by the NAEB officers and board. We must first find areas of agreement satisfactory to us and to the NETRC people. Then, if our decisions are sound, we can and must persuade the NAEB membership to accept them.

To that end, we must approach the coming board meeting in a spirit of friendship and reasonableness, with recognition that there is a job to be done and with determination to start it. Dissent on some points may be necessary and helpful, but deliberate obstructionism for its own sake, or a closed mind, can help nobody.

Looking forward to seeing you and working with you at Columbus.

Sincerely,

Ken Kager

Ken Kager
Radio Director, VI

KK:mm

cc: Harold Hill
Dick Hull

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

Alabama Educational TV Commission
807 Protective Life Building
Birmingham, Alabama

March 31, 1961

Mr. William G. Harley
President
N.A.E.B.
DuPont Circle Office Building
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Bill:

Attached uou will find a copy of the NAEB proposal for professional working relationships following my use of scissors. You will note that I have deleted any reference to the NETRC, which is for the reason that I think we can only speak for ourselves in any official statement. I have endeavored to make it a forthright professional expression of a positive nature. I will appreciate your reaction to this statement.

With kindest regards, I am

Sincerely yours,

Raymond D. Hurlbert
Director, Region II

RDH/ml
enc.

## A PROPOSAL FOR NAEB PROFESSIONAL WORKING RELATIONSHIPS

The National Association of Educational Broadcasters is the national professional organization in the field of educational broadcasting.

### I. POLICY ON LIAISON WITH GOVERNMENT

In its roles in the educational broadcasting field, NAEB keeps alert to matters of national importance wherein a determination of educational policy may be useful or required. NAEB formulates such policies and will communicate to its members and others interested whatever policies or positions may thus be established.

To the extent that the above commitment involves day-to-day liaison with Congress and its committees and with the FCC in matters broadly affecting the educational broadcasting field, NAEB maintains initiative in these matters, and in addition to employing its own personnel, it also works cooperatively with other interested organizations.

It is naturally understood that any organization or person is free to make an independent representation to government, however, the Association appreciates being informed of such representation if such is made by other interested organizations.

### II. STATION ACTIVATION AND STIMULATION OF INTEREST AND USE OF BROADCASTING MEDIA BY EDUCATIONAL AGENCIES

NAEB responsibility for station activation and stimulation is through its professional activities, publications, research library and reports, and the consultative activities of its many members.

### III. DEVELOPMENT OF NON-BROADCAST USES OF RADIO AND TELEVISION IN EDUCATION

NAEB maintains services to closed circuit television users and --

cooperative relations with those in audio-visual and teaching device development so that educational broadcasters generally may be kept aware of important developments in these related fields.

IV. INFORMATION SERVICES

NAEB collects and publishes research findings and maintains a national clearing house and referral center for all those requiring data on any aspect of the use of radio and television in education. NAEB publishes a weekly Washington Report, a monthly Factsheet, and its regular professional Newsletter and scholarly Journal. It also maintains a directory of educational television and radio stations.

NAEB endeavors to avoid duplication of publication services in the field of educational broadcasting.

V. INTERNATIONAL EDUCATIONAL BROADCASTING

NAEB maintains an international exchange of consultants, overseas visits by educational broadcasters, and all international affairs.

VI. SUPPORTING SERVICES

As the professional organization of educational broadcasters, NAEB renders many services among which are the following:

Placement Service

In-service Training

Internships

Management Training Fellowships

Labor-Management Consultation Service

International Exchange Fellowships

Liaison with Teachers of Radio and Television

Liaison with Teacher Training Institutions in Better Utilization of Radio and TV in Education

March 31, 1961

Director, Region II

from Loren Stone – KCTS-TV.
(see p. 3)

# DRAFT OF PROPOSAL FOR NAEB-NETRC WORKING RELATIONSHIP

## I. POLICY ON FORMATION AND LIAISON WITH GOVERNMENT

In their respective roles in the educational broadcasting field and as constituent members of JCEB, NAEB and NETRC accept the responsibility for alerting JCEB to matters of national importance wherein a determination of educational policy may be useful or required. Both NAEB and NETRC will assume their share in this formulation of such policies and will communicate to their respective constituents whatever policies or positions may thus be established.

To the extent that the above commitment involves day-to-day liaison with Congress and its committees and with the FCC in matters broadly affecting the educational broadcasting field, NAEB will accept the primary responsibility. It may be expected to take leadership and to maintain initiative in these matters, and in addition to employing its own personnel will also work closely with NETRC in order to utilize the past experience and present competence of the NETRC Washington staff together with the interest and influence of NETRC offers, board members, and affiliates.

It is understood that any organization shall be free to make an independent representation to government when it may deem this advisable, but should at least inform associated organizations of its intentions before doing so.

## II. STATION ACTIVATION

Primary responsibility for development of additional educational television stations, methods of interconnection thereof, and new patterns of program distribution will rest with NETRC.

Engineering and legal services of its Washington office together with allied activities of its other departments (especially station relations) will be utilized to this end.

NAEB's supporting activities will include stimulation of greater use of radio and television, as in item III below.

## III. STIMULATION OF INTEREST AND USE OF BROADCASTING MEDIA BY EDUCATIONAL AGENCIES

While this is a continuing responsibility of all constituent members of JCEB, NAEB will assume primary responsibility for such stimulation through its professional activities, publications, research library and reports, and the consultative activities of its many members.

NETRC's supporting activities normally will result from its regular services to stations on the air and about to come on the air, and specifically through its efforts toward Station Activation, as in Item II above.

## IV. DEVELOPMENT OF NON-BROADCAST USES OF RADIO AND TELEVISION IN EDUCATION

NAEB will assume responsibility for all services to closed circuit television users, with the exception of furnishing actual program materials supplied by NETRC. NAEB also will maintain close relations with those in audio-visual and teaching device development so that educational broadcasters generally may be kept aware of important developments in these related fields.

## V. INFORMATION SERVICES

NAEB will be responsible for collection and publication of research findings and will endeavor to establish a national clearing house and referral center for all those requiring data on any aspect of the use of radio and television in education. NAEB also will continue to publish a weekly Washington Report, a monthly Factsheet (similar to that previously issued by JCET), and its regular professional Newsletter and scholarly Journal. It will also maintain a directory of educational radio stations.

NETRC will publish the Directory of Educational Television Stations (formerly issued annually by JCET ) and will maintain its present publications. NET News, Inside Channels, and NET Annual Reports together with such other special reports or publications as may be necessary to interpret activities of NETRC and affiliated stations to each other, to the field, and to the general public.

NAEB and NETRC will attempt to coordinate their publications in order to avoid duplication and to service adequately all those engaged in or interested in educational radio and television.

## VI. INTERNATIONAL EDUCATIONAL BROADCASTING

NAEB will have primary responsibility for international exchange of consultants, overseas visits by educational broadcasters, and all international affairs not directly concerned with broadcast programs and the planning, productinn, distribution, and transmission thereof.

NETRC, on the other hand, will have the primary responsibility for international affairs which are directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

VII. SUPPORTING SERVICES

As the recognized professional and trade organizations in educational broadcasting, NAEB has the primary responsibility in the entire area of professional services and will be looked to for the continuation and - hopefully - the expansion of such necessary activities as:

Placement service
In-service training
Internships
Management training fellowships
Labor-management consultation service
International exchange fellowships
Liaison with teachers of radio and television
Liaison with teacher training institutions in better utilization of radio and television in education.

In special instances, limited workshop or conference sessions related to specific network operations may be conducted by NETRC exclusively for staff members of affiliated stations. In such special cases, NETRC will advise NAEB of its plans so that all training activities in the field may be properly coordinated.

COPIED: NAEB Headquarters
1346 Conn. Ave.
Washington, D.C.

March 31, 1961

Bill Harley: I will be in Columbus Tuesday evening, April 25th and stay thru until Sunday morning, April 30. I'll be there to help you with the Board, this time, on the NAEB-Center relationships, etc.

Best regards,

Loren

MEMORANDUM 27 March 1961

TO: Dick Hull and Jim Miles

FROM: Harold E. Hill

Re the draft of the Milwaukee Board minutes I sent you. I have received the paragraphs that Chris Donaldson wrote to go in the minutes, reflecting Schwarzwalder's position. This will result in the following insertions:

On page 8, line 11, after "personnel in the NAEB Board", the following will be inserted: Subsequently at Mr. Harley's request, Mr. Donaldson submitted, in writing, the following statement, incorporating "the substance of Dr. Schwarzwalder's position": "Beginning with the poor judgement of meeting with NETRC in its own camp, the error has been compounded by even accepting seriously the terms offered NAEB. But to analyze briefly: station and network activation should never become Center functions; NAEB should not be confined to just 'stimulation of greater use of radio and television'; nor should it accede to the Center's intention to control international affairs, etc. NETRC's suggestion that the NAEB President be a guest at regular NETRC Affiliates Meetings is in no way equal to NETRC's suggested representation at NAEB board meetings and is absolutely, unequivocally unacceptable. Too, NAEB's membership in JCEB whose Washington office is now financed by NETRC, places NAEB in the questionable position of subordination to NETRC. The Center's offers are absurdly insufficient and ratification of the terms presented will indeed mean the end of NAEB as an effective organization. Finally, it should now be evident that NAEB must fight for its very existence."

On page 9, before the last two lines on the page, insert the following new paragraph: "Mr. Donaldson was also requested by Mr. Harley to submit, in writing, a summary of Dr. Schwarzwalder's position on the channel 12 matter. The following statement was subsequently received: 'The NAEB performed very badly in this matter and has placed itself in the ridiculous position of declining assistance to an important member organization in a dispute in which NAEB should have been a pillar of strength and leadership. The very name of the organization clearly states that it is an association of Educational Broadcasters. The stated purpose of the organization also makes clear its role in such cases. There should not even be a question of what policy to follow. There does, however, seem to be confusion over the role of the NAEB Legal Counsel in the matter. Despite that firm's long and loyal tenure, is it not possible that its welfare has become confused with NAEB's? Legal Counsel does not make policy nor should the awareness of Legal Counsel's other interests affect NAEB policy. NAEB must support its member organizations and, where necessary, seek other counsel to assist in the implementation of that policy. The fact of NAEB's timorous vacillation in this matter which offered the perfect opportunity for NETRC to

dramatically step in on the side of WHYY-TV -- thus further illustrating NAEB's weakness and indecision -- can now only be painfully reassessed with the hope that it might awake the organization to sharpen its thinking and its action on behalf of all its membership.

I have also received a letter from Bill (apparently written about as soon as he got to Bermuda - which is a heck of a way to start a vacation) requesting that two more additions be made to the minutes. These would be as indicated below:

On page 9, immediately preceding the heading "Channel 12 Matter", insert the following: "Miles said that he agreed with everything Harley had said, with one exception; namely, that the seminar should be concerned with the future of NAEB. He believes it should be about the future of educational broadcasting and, secondarily, how NAEB can help to successfully shape that future. He cited the two Allerton House conferences on educational broadcasting as examples of the proper focus".

Also, at the very end of the minutes, the following would be added: " Various members of the Board raised questions about wording of the letter of agreement and Hurlbert moved that, rather than try to decide on precise wording at this time, that each Board member turn in his edited or ammended version by a deadline to be set by the President (April 10). These changes will then be incorporated into a second draft to be submitted to the Board for final action at Columbus.

"Harley indicated that, in the interim, NAEB would continue to work informally with the Center along the lines suggested in the agreement. So far, he said, this has been going well and he cited the Center's scrupulous regard for NAEB's leadership role in the Magnuson Bill hearings as an example. The Center has let us call all the signals and has provided help instantly when asked".

And that's it, gentlemen. I'll appreciate your considering these insertions as you examine the minutes.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:jph

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

1640 Como Avenue
St. Paul 13, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
Midway 5-5565

March 23, 1961

OFFICERS

HAROLD E. WOOD
*President*

JOHN DEL AITTRE
*First Vice President*

WENDELL T. BURNS
*Vice President*

RONALD M. HUBBS
*Vice President*

PHILIP H. NASON
*Vice President*

GEORGE D. DAYTON II
*Secretary*

A. A. HECKMAN
*Treasurer*

TRUSTEES

DOUGLAS K. BALDWIN
WENDELL T. BURNS
JOHN E. CARROLL
FORREST E. CONNER
GEORGE D. DAYTON II
JOHN DEL AITTRE
MISS ADELAIDE M. ENRIGHT
SANDER D. GENIS
CLEMENS GRANSKOU
A. A. HECKMAN
LEONARD H. HELLER
RONALD M. HUBBS
MRS. CHARLES HYMES
WILLIAM H. LANG
WILLIAM G. LAW
SAMUEL H. MASLON
THOMAS MOORE, SR.
GERALD T. MULLIN
JOHN H. MYERS
PHILIP H. NASON
WILLIAM L. NUNN
JOHN S. PILLSBURY, JR.
RUFUS A. PUTNAM
JOHN C. SAVAGE
JOHN W. SEEGER
NEIL SHERBURNE
LORING M. STAPLES
HAROLD E. WOOD

Mr. Harold E. Hill, Administrative Vice President
National Association of Educational Broadcasters
DuPont Circle Office Building
1346 Connecticut Avenue, N.W.
Washington 6, D. C.

Dear Harold:

Very briefly, in answer to your request of March 21, this is the substance of Dr. Schwarzwalder's position on the subjects discussed at the Milwaukee Board Meeting as presented by Vogl and me:

1. Legal representation and the Channel 12 situation

The NAEB performed very badly in this matter and has placed itself in the ridiculous position of declining assistance to an important member organization in a dispute in which NAEB should have been a pillar of strength and leadership. The very name of the organization clearly states that it is an association of Educational Broadcasters. The stated purpose of the organization also makes clear its role in such cases. There should not even be a question of what policy to follow. There does, however, seem to be confusion over the role of the NAEB Legal Counsel in the matter. Despite that firm's long and loyal tenure, is it not possible that its welfare has become confused with NAEB's? Legal Counsel does not make policy nor should the awareness of Legal Counsel's other interests affect NAEB's policy. NAEB must support its member organizations and, where necessary, seek other counsel to assist in the implementation of that policy. The fact of NAEB's timorous vacillation in this matter which offered the perfect opportunity for NETRC to dramatically step in on the side of WHYY-TV -- thus further illustrating NAEB's weakness and indecision -- can now only be painfully reassessed with the hope that it might awake the organization to sharpen its thinking and its action on behalf of all its membership.

2. NAEB - JCEB - NETRC Relationships

Beginning with the poor judgement of meeting with NETRC in its own camp, the error has been compounded by even accepting seriously the terms offered NAEB. But to analyze briefly: station and network activation should never become Center functions; NAEB should not be confined to just "stimulation of greater use of radio and television"; nor should it accede to the Center's intention to control international affairs, etc. NETRC's suggestion that the NAEB President be a guest at regular NETRC Affiliates Meetings is in no way equal to NETRC's suggested representation at NAEB board meetings and is absolutely, unequivocally unacceptable. Too, NAEB's membership in JCEB whose Washington office is now financed by NETRC, places NAEB in the questionable position of subordination to NETRC. The Center's offers are absurdly insufficient and ratification of the terms presented will indeed mean the end of NAEB as an effective organization. Finally, it should now be evident that NAEB must fight for its very existence.

Yours very sincerely,

Chris Donaldson
Assistant General Manager
and Program Director

CD:ah
cc: Dr. John C. Schwarzwalder

To: Board of Directors

From: William G. Harley

Re: Board Meeting, March 15, 1961.

Since the Board Meeting will be almost entirely devoted to two items, it seems unnecessary to distribute a formal agenda. The two topics:

1. The Channel 12 situation and related matters
   a. review
   b. NAEB policy re local situations
   c. Policy on NAEB counsel re commercial clients
2. NAEB - JCEB - NETRC Relationships
   a. review
   b. letters of agreement

Because Director Schwarzwalder cannot be present for the meeting, permission has been granted to have his views on the above matters expressed through two members of his staff, who will be permitted to make oral presentations for the Board's information and guidance.

If time permits, reports will be made on various contract projects, Washington office, publications plan, etc.

Attached is the tentative letter of agreement on NAEB-NETRC relationships.

The Board Meeting is scheduled for 9:00-12:00 A.M., in the Conference Room, Milwaukee Vocational School

DRAFT OF PROPOSAL FOR NAEB-NETRC WORKING RELATIONSHIPS

The following proposal acknowledges the role of the JCEB as defined in the JCET memo of January 17, and attempts to spell out the related roles of the National Association of Educational Broadcasters as the recognized national professional organization in the field and the National Educational Television and Radio Center as the national programming and networking agency in the field with special concern for stations on the air and about to come on the air.

I. POLICY ON FORMATION AND LIAISON WITH GOVERNMENT

In their respective roles in the educational broadcasting field and as constituent members of JCEB, NAEB and NETRC accept the responsibility for alerting JCEB to matters of national importance wherein a determination of educational policy may be useful or required. Both NAEB and NETRC will assume their share in this formulation of such policies and will communicate to their respective constituents whatever policies or positions may thus be established.

To the extent that the above commitment involves day-to-day liaison with Congress and its committees and with the FCC in matters broadly affecting the educational broadcasting field, NAEB will accept the primary responsibility. It may be expected to take leadership and to maintain initiative in these matters, and in addition to employing its own personnel will also work closely with NETRC in order to utilize the past experience and present competence of the NETRC Washington staff together with the interest and influence of NETRC officers, board members, and affiliates.

It is understood that any organization shall be free to make an independent representation to government when it may deem this advisable, but should at least inform associated organizations of its intentions before doing so.

II. STATION ACTIVATION

Primary responsibility for development of additional educational stations methods of interconnection thereof, and new patterns of program distribution will rest with NETRC.

Engineering and legal services of its Washington office together with allied activities of its other departments (especially station Relations) will be utilized to this end.

NAEB's supporting activities will include stimulation of greater use of radio and television, as in Item III below.

III STIMULATION OF INTEREST AND USE OF BROADCASTING MEDIA BY EDUCATIONAL AGENCIES

While this is a continuing responsibility of all constituent members of JCEB, NAEB will assume primary responsibility for such stimulation through its professional activities, publications, research library and reports, and the consultative activities of its many members.

NETRC's supporting activities normally will result from its regular services to stations on the air and about to come on the air, and specifically through its efforts toward Station Activation, as in Item II above.

IV. DEVELOPMENT OF NON-BROADCAST USES OF RADIO AND TELEVISION IN EDUCATION

NAEB will assume responsibility for all services to closed circuit television users, with the exception of furnishing actual program materials supplied by NETRC. NAEB also will maintain close relations with those in audio-visual and teaching device development so that educational broadcasters generally may be kept aware of important developments in these related fields.

V. INFORMATION SERVICES

NAEB will be responsible for collection and publication of research findings and will endeavor to establish a national clearing house and referral center for all those requiring data on any aspect of the use of radio and television in education. NAEB also will continue to publish a weekly Washington Report, a monthly Factsheet (similar to that previously issued by JCET), and its regular professional Newsletter and scholarly Journal. It will also maintain a directory of educational radio stations.

NETRC will publish the Directory of Educational Television Stations (formerly issued annually by JCET) and will maintain its present publications. NET News, Inside Channels, and NET Annual Reports together with such other special reports or publications as may be necessary to interpret activities of NETRC and affiliated stations to each other, to the field, and to the general public.

NAEB and NETRC will attempt to coordinate their publications in order to avoid duplication and to service adequately all those engaged in or interested in educational radio and television.

VI. INTERNATIONAL EDUCATIONAL BROADCASTING

NAEB will have primary responsibility for international exchange of consultants, overseas visits by educational broadcasters, and all international affairs not directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

NETRC, on the other hand, will have the primary responsibility for international affairs which are directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

VII. SUPPORTING SERVICES

As the recognized professional and trade organizations in educational broadcasting, NAEB has the primary responsibility in the entire area of professional services and will be looked to for the continuation and - hopefully - the expansion of such necessary activities as:

Placement service
In-service training
Internships
Management training fellowships
Labor-management consultation service
International exchange fellowships
Liaison with teachers of radio and television
Liaison with teacher training institutions in better utilization of radio and TV in education.

In special instances, limited workshop or conference sessions related to specific network operations may be conducted by NETRC exclusively for staff members of affiliated stations. In such special cases, NETRC will advise NAEB of its plans so that all training activities in the field may be properly coordinated.

VIII. CLOSER RELATIONSHIP ORGANIZATIONALLY

In addition to the close cooperation and mutual understanding which has been evident on the part of all NAEB and NETRC officers and staff immediately involved in the present discussions and which gives excellent promise of smooth working relationships in the future, two specific procedural suggestions have been made.

(1) NETRC intends to invite the President of NAEB to be a guest at all regular Affiliates Meetings, and also to be in attendance at all meetings of the NETRC Affiliates Committee called by the Center.

(2) NAEB is exploring the possibility of allowing some similar Center representation NAEB board meetings.

KTCA-TV
1640 Como Avenue
St. Paul 13, Minnesota

February 16, 1961

Mr. James Robertson
National Educational Television
and Radio Center
10 Columbus Circle
New York, New York

Dear Jim:

Confirming what I told you after you called me yesterday, may I repeat to you that:

(1) Much as I symphathize with the deplorable condition of the Buffalo station I will not go there to attempt to straighten it out at this time.

(2) My chief reason for this refusal is that I do not want, under any circumstances to accept any salary or honorarium (no matter how large) which is underwritten by the NETRC. The present obvious attempts of the NETRC to dominate totally the national ETV picture are repugnant to me personally and, more important, are not, in my view, in the interests of education as a whole or educational television in particular. You will have to find someone who needs money a little worse than I do just now.

(3) The fact that William Harley is, as you stated, associated with the NETRC in this matter does not change my opinion of the moral values thereof. Indeed, I deplore Harley's association with the NETRC in this, as in many another matter. Perhaps Mr. Harley's error in this, as in other respects, can be brought forcefully to his attention in the near future.

With kindest personal regards,

Sincerely,

JCS:bh

John C. Schwarzwalder

cc: NAEB Board
Mr. William Harley

February 13, 1961

Mr. Richard B. Hull
Chairman of the Board
NAEB
c/o WOSU-TV
2470 North Starr Road
Columbus 21, Ohio

Dear Dick:

Since I will be in the Schwarzwald or Provence at the time of the March NAEB Board meeting and since I have strong feelings about what Jack White appears to feel is a fait accompli (see Inside Channels, Vol. VI, No. 2) I have a request to make of you.

May Chris Donaldson and Dick Vogl have about 15 minutes of the Board's time (in advance of any vote on the matter) to tell the Board why I feel this so-called "plan for sharing Washington responsibilities" will mean the death of the NAEB? Since the Board, within my memory, has frequently permitted other non-members to address it (Hill, Hull, Marks, Meaney and Vogl among others) I do not anticipate you will have any trouble acceding to this request.

Sincerely,

John C. Schwarzwalder
Director, Region IV

cc: Mr. Harley
Mr. Donaldson
Mr. Vogl

P.S. You will perhaps be interested to know that my mail in response to my memo re NAEB-NET is rather pleasant (for me) to read. Not one letter of disagreement has yet arrived.

KTCA-TV
1640 Como Avenue
St. Paul, 13, Minnesota
February 7, 1961

M E M O

To: The Chairman of the Board, NAEB
NAEB Radio-TV Board Members and Mr. William G. Harley

Subject: NAEB-JCET-NETRC Memo of January 24, 1961

1. Upon the receipt of the memo named above I asked their opinions of it from four present or past Directors of the NAEB and from two others who had carried heavy committee responsibilities in the organization. These men are:

Vernon Bronson
W. D. Donaldson
Jack McBride
Carl Menzer
Clair Tettemer
Richard Vogl

Their comments follow. It should be noted that each of them was in substantial agreement with the others. I abridge comments only in order to reduce the size of this memo.

2. a. Bronson: "This memo represents far more than the NAEB should ever give. We already have network programming interests represented on our Board. Why should we ask for representation on the Affiliates Committee? We should be represented on the NET Board. Moreover, station activation should be the prime consideration of the NAEB. NET should confine itself strictly to Programming."

b. Donaldson: "I am disgusted with the memo from Harley to the NAEB Board. .... The terms offered by the Center are wholly insufficient, those offered by NAEB are almost cowardly ..... NAEB seems to be taking a back seat with an agreeable view toward being pushed off. The Center's plan to assume authority over activation of new stations and networks is fearful .... What the NAEB Executive Committee ... let be proposed ... smacks of either a sell-out or a damned bad job of negotiation."

c. McBride: "The Center ought to be a programming organization. These proposals, if activated, would mark the end of the NAEB as we have known it."

d. Memmer: "NAEB was organized to protect and to serve Educational Broadcasting stations. Although its functions have broadened and it apparently looks toward acting as a professional organization for those interested in Educational Broadcasting, its function of serving the broadcasting stations which make up the rank and file of its membership is still of primary importance. If all suggestions proposed are accepted NAEB will, in my opinion, lose not only its effectiveness but its usefulness as well. NAEB has pioneered in many fields which have been important and which promise to become more so. By accepting this proposal, it appears that the majority of these things will not only be given up with no apparent return, but NAEB will also give up its rights to engage in any such future activities. It is for these reasons, as well as other obvious ones, that I oppose the acceptance of this proposal."

e. Tettemer: "A swindle .... Yet, my own feeling is that all this is probably inevitable. NAEB has never really acted as if it wanted to be a 'leader organization'. As far as people in responsible positions are concerned NAEB seems to be outclassed by the Center".

f. Vogl: "The announcement by the Center that they are opening a Washington office to, in effect, do for the Center what the NAEB office would do under the 'quid pro quo' settlement, seems to scuttle all prior proposals. Without the honest support of the Center, reinforced by an annual fee commensurate with the service it would receive, I do not see how NAEB can even pretend to represent the trade-professional side of the business. Opening of the Center's Washington office clearly shows that the Center has no intention of relying on NAEB to represent them in any way. With this obvious declaration of non-support, I can see no justification in discussing further the transfer of the radio net to NET.

Aside from sharing the cost of a banquet for Scott Fletcher in Milwaukee, I don't see that NAEB receives anything concrete from White's 'offer'. His token fee of $1500 a year, plus the possibility of a few individual memberships, cannot seriously be considered 'support' for NAEB.

To give the radio network to NET, to share (compete) with the Center for representation in Washington through two separate offices is a damn site less than the 'separate but equal' outrage that reduced the Supreme Court to helpless laughter?"

3. To all this let me add my own view. The Center's offers are pitiably insufficient. The Executive Committee should have been ashamed to submit them to the Board. Station and network activation should never become Center functions.

Next, since the Center's action in taking over JCET deprives NAEB of all excuse for performing trade association functions and leaves it (if this agreement is ratified) only the professional association functions, I fail to see why a station, as such, should belong to NAEB under the proposed new agreement.

Individual membership (for sentimental reasons) might be held, as is done in the Radio-TV "Interest Section" of the Speech Association. But I do not see how payment of dues to NAEB by a station could be justified to that station's governing Board under these circumstances.

In short, I freely predict that ratification of any substantial part of the proposed agreement will mean the end of NAEB.

John C. Schwarzwalder
Director (TV) Region IV

DRAFT

To: ~~Bill Harley~~ David Stewart

From: ~~Jim Robertson~~

January 21, 1961

Re: Draft of Proposal for NAEB-NETRC Working Relationships ~~with respect~~

NOTE: This statement is ~~co~~ordinate with the ~~Stewart~~ memo dated January 17 which covers the proposed activities of ~~JCEB~~ JCET that organization.

It is assumed hereunder that the members of the JCET might agree that their responsibilities and interests apply not only to television but also to radio in education, and that therefore in the new formulation the council might well be established as the "Joint Council On Educational Broadcasting." ~~Harley and I are prepared to defend this assumption at the February 2 meeting.~~

- - - -

The following proposal acknowledges the role of the JCEB as defined in ~~David Stewart's memo~~ the JCET statement of January 17, and attempts to spell out the related roles of the National Association of Educational Broadcasters as the recognized national professional organization in the field and the National Educational Television and Radio Center as the national programming and networking agency in the field with special concern for stations on the air and about to come on the air.

## I. POLICY FORMATION AND LIAISON WITH GOVERNMENT

In their respective roles in the educational broadcasting field and as constituent members of JCEB, NAEB and NETRC

accept the responsibility for alerting JCEB to matters of national importance wherein a determination of educational policy may be useful or required. Both NAEB and NETRC will assume their share in the formulation of such policies and will communicate to their respective constituents whatever policies or positions may thus be established.

To the extent that the above commitment involves day-to-day liaison with Congress and its committees and with the FCC in matters broadly affecting the educational broadcasting field, NAEB will accept the primary responsibility. It may be expected to take leadership and to maintain initiative in these matters, and in addition to employing its own personnel will also work closely with NETRC in order to utilize the past experience and present competence of the NETRC Washington staff together with the interest and influence of NETRC officers, board members, and affiliates.

It is understood that any organization shall be free to make an independent representation to government when it may deem this advisable, but should at least inform associated organizations of its intentions before doing so.

II. STATION ACTIVATION

Primary responsibility for development of additional educational stations, methods of interconnection thereof, and new patterns of program distribution will rest with NETRC.

Engineering and legal services of its Washington office together with allied activities of its other departments (especially Station Relations) will be utilized to this end.

NAEB's supporting activities will include stimulation of greater use of radio and television, as in Item III below.

III. STIMULATION OF INTEREST AND USE OF BROADCASTING MEDIA BY EDUCATIONAL AGENCIES

While this is a continuing responsibility of all constituent members of JCEB, NAEB will assume primary responsibility for such stimulation through its professional activities, publications, research library and reports, and the consultative activities of its many members.

NETRC's supporting activities normally will result from its regular services to stations on the air and about to come on the air, and specifically through its efforts toward Station Activation, as in Item II above.

IV. DEVELOPMENT OF NON-BROADCAST USES OF RADIO AND TELEVISION IN EDUCATION

NAEB will assume responsibility for all services to closed circuit television users, with the exception of furnishing actual program materials supplied by NETRC. NAEB also will maintain close relations with those in audio-visual and teaching device development so that educational broadcasters generally

may be kept aware of important developments in these related fields.

V. INFORMATION SERVICES

NAEB will be responsible for collection and publication of research findings and will endeavor to establish a national clearing house and referral center for all those requiring data on any aspect of the use of radio and television in education. NAEB also will continue to publish a weekly Washington Report, a monthly Factsheet (similar to that previously issued by JCET), and its regular professional Newsletter and scholarly Journal. It will also maintain a directory of educational radio stations.

NETRC will publish the Directory of Educational Television Stations (formerly issued annually by JCET) and will maintain its present publications, NET News, Inside Channels, and NET Annual Reports together with such other special reports or publications as may be necessary to interpret activities of NETRC and affiliated stations to each other, to the field, and to the general public.

NAEB and NETRC will attempt to coordinate their publications in order to avoid duplication and to service adequately all those engaged in or interested in educational radio and television.

***

JR 1-21-61

To: Bill Harley
David Stewart

January 21, 1961

From: Jim Robertson

Re: SUPPLEMENTARY MEMORANDUM on NAEB-NETRC Working Relationships unrelated to JCEB

NOTE: Harley, White, and Robertson agreed that the draft proposal for submission at the February 2 meeting of JCET ought to include only those areas of activity formerly the concerns of JCET, but that at some time in the future -- in discussion with their own boards and staff and in some type of joint announcement -- the following additional working relationships should be identified. These can be discussed in the February 2 meeting should this be desirable.

The following items are numbered as though to continue on after the items included in the draft proposal submitted to JCEB.

## VI. INTERNATIONAL EDUCATIONAL BROADCASTING

NAEB will have primary responsibility for international exchange of consultants, overseas visits by educational broadcasters, and all international affairs not directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

NETRC, on the other hand, will have the primary responsibility for international affairs which are directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

## VII. SUPPORTING SERVICES

As the recognized professional and trade organization in

educational broadcasting, NAEB has the primary responsibility in the entire area of prof essional services and will be looked to for the continuation and - hopefully - the expansion of such necessary activities as:

Placement service
In-service training
Internships
Management training fellowships
Labor-management consultation service
International exchange fellowships
Liaison with teachers of radio and television
Liaison with teacher training institutions in better utilization of radio and TV in education

In special instances, limited workshop or conference sessions related to specific network operations may be conducted by NETRC exclusively for staff members of affiliated stations. In such special cases, NETRC will advise NAEB of its plans so that all training activities in the field may be properly co-ordinated.

VIII. CLOSER RELATIONSHIP ORGANIZATIONALLY

In addition to the close cooperation and mutual understanding which has been evident on the part of all NAEB and NETRC officers and staff immediately involved in the present discussions and which gives excellent promise of smooth working relationships in the future, two specific procedural suggestions have been made.

(1) NETRC intends to invite the President of NAEB to be a guest at all regular Affiliates Meetings, and also to be in attendance at all meetings ofthe NETRC Affiliates Committee called by the Center.

(2) NAEB is exploring the possibility of allowing some similar Center representation at NAEB board meetings.

Ann Arbor - Madison + Warsaw

To: Bill Harley (NAEB)
Jack White (NETRC)

From: Jim Robertson
(in Los Angeles!)

Re: DRAFT OF PROPOSAL FOR NAEB-NETRC WORKING RELATIONSHIPS WITH JCEB

Date: January 11, 1961

Attached is my rough effort to combine the notions in White's first three-parallel-column piece with Harley's ideas in his memo, "Proposal for JCET Functions Distribution", as modified by the informal discussions held in New York January 9 by White, Harley, Robertson, and the NAEB executive committee.

A copy is being sent to each of you, and also one to David Stewart. I shall be in touch with Dave prior to the meeting of White, Harley, and Robertson in New York on January 19. He may have some ideas after having spent the weekend of January 14 with Larry Dennis at Penn State.

Our timing on this is working out well, for Dave has an appointment with Arthur Adams in the early afternoon of January 19 -- just after the Harley and White and Robertson meeting at NETRC New York. So by the end of next week we should we able to hammer out a useful entry in the JCET agenda for February 2!

I hope you both will be able to study the enclosed document carefully, ignoring the typing errors but absorbing all the statements, so that together we may polish it off January 19.

When I return to the New York office January 18 I'll be in touch with both of you promptly to secure your comments and reactions.

It ain't perfect yet, but we're makin' real progress, men!

NAEB, as the long-established and recognized national professional organization in educational booadcasting, envisions its primary responsibility to be that of providing services of all types to all individuals engaged in or interested in the use of radio and television for educational purposes. It also aims to identify and to make known the needs and concerns of such individuals in order to increase the significance of educational broadcasting as a national resource.

NETRC, as the well-established and recognized National programming agency in educational broadcasting, envisions its primary responsibility to be that of providing services of all types to educational broadcasting stations on the air or to come on the air and to such other agencies as may require similar services as they utilize radio and television for educational purposes. It also aims to identify and to make known the needs and concerns of such stations and agencies in order to increase the significance of educational broadcasting as a national resource.

Since both NAEB and NETRC exist only to serve the broad purposes of education, they envision the JCEB as a properly-constituted group of representatives of major interests in American education, with the primary responsibility for determining policy for the proper use of radio and television in education at all levels.

Both NAEB and Netrc will expect to furnish to this policy-making body such reports and recommendations as are deemed appropriate. Once policy has been determined, NAEB and NETRC will endeavor to communicate such policies to their respective constituents--NAEB to individuals in educational broadcasting, NETRC to educational stations and agencies.

Since individuals engaged in or interested in educational broadcasting usually are concerned with many of the same matters as are educational stations and agencies it is to be expected that NAEB and Netrc frequently will find themselves involved in the same matters. The recent establishment in the nations capitol of the NAEB headquarters and the new NETRC Washington office not only will furnish the JCEB with the various staff functions required but also will facilitate close cooperation among all three agencies. Moreover, it should result in a clarification of separate but inter-related roles, less duplication of effort, and more effective and extensive service not only to those in educational radio and television but also to those in the other areas of educational endeavor, to those in government, and to the general public.

To clarify further the respective roles of NAEB and NETRC, expecially as they now assume cooperatively the staff functions previously handled by the JCET's personnel, the officers of NAEB and NETRC are agreed on the following pattern of responsibility as a guide for day-to-day working relationships.

1. Liaison with government

Educational broadcasters' concerns with government are directed to two different types of bodies: legislative bodies (Congress and its committees, state legislatures, etc.) and administrative and regulatory bodies (FCC, CAA, Internal Revenue Bureau, etc.). JCET, NAEB, and NETRC must all participate in the formulation of major presentations to any arm of government. As has been indicated, both NAEB and NETRC will expect to alert JCEB to matters of major importance where a determination of educational policy is required, will share in decisions regarding strategy, and will undertake cooperatively to implement such policies and positions as may be established.

In addition to these major matters, however, there is an endless variety of day-to-day activities requiring heavy staff work and many contacts with government merely in the transaction of normal business. All three agencies are desirous of avoiding confusion in the minds of government personnel, unnecessary duplication of efforts, or possibly unintentional neglect of opportunities to represent the interests of educational broadcasting.

Therefore, it is proposed and agreed that NAEB will undertake primarily responsibility for day-to-day liaison with legislative bodies, and NETRC will undertake primary responsibility for day-to-day liaison with administrative and regulatory bodies. The organization holding "primary responsibility" for such liaison will be expected to take leadership and to maintain initiative in its designated area, but will also be expected to call upon the resources of the other two agencies to assist and augment its efforts as necessary. Moreover, any organization shall be free to make an independent representation to government if so compelled, but should at least inform other organizations of its intention before doing so.

It is felt that this plan takes best advantage of the previous experience, current contacts, present resources, and availability of staff personnel of both NAEB and NETRC. Furthermore, legislative deliberations are of concern to all persons in the field of educational broadcasting (served by NAEB), while regulatory actions are of importance mainly to stations (served by NETRC).

2. Engineering and legal consulting services

To the extent that NAEB maintains liaison with governmental legislative bodies, it will employ its own

engineering and legal counsel to advise and assist it--as will NETRC in its liaison with governmental administrative and regulatory bodies. It is apparent that considerable cross-consultation and sharing of experience and knowledge among the two agencies' engineers and attorneys will be desirable. Such joint effort should afford the educational broadcasting field the finest possible advice and counsel in all engineering and legal affairs, yet defines areas of leadership and initiative to be occupied by each organization.

Beyond this, NAEB will furnish the services of its engineering and legal counsel to its constituents as in the past. Since these constituents are primarily individuals, (*) it is envisioned that such counsel will deal to a considerable extent with personnel matters, labor questions, problems of non-broadcast users of television and radio, and whatever general matters emerge from legislative liaison described heretofore.

NETRC will furnish the services of its engineering and legal counsel to stations (*) on the air and about to come on the air in much the same manner as has been done in the past by JCET personnel and by NET's own attorneys.

3. Stimulation of interest in greater use of television and radio by educational, cultural, and governmental institutions.

While all three educational broadcasting agencies constantly are involved in doing this, the primary responsibility for such stimulation shall be vested in NAEB, with its associated activities in publication, research reports, and professional advancement. JCEB concurrently may assist in such efforts within the educational community, and NETRC will assist through its constant contact with stations on the air and about to come on the air.

JCEB - NAEB - NETRC

4. Development of additional educational stations, methods of interconnection thereof, and experimentation with new distribution patterns.

Since NETRC is basically a program agency serving and also depending upon stations, the primary responsibility for new station activation shall rest with the Center, and all of its departments including the engineering and legal services of its Washington office will be utilized to this end. NAEB, with its responsibility for stimulating greater

---

*NOTE: Until such time as a closer working relationship may develop between educational radio stations and NETRC, radio stations may expect to receive counsel from NAEB.

use of educational television and radio, will assist by working with communities and institutions in a variety of ways in advance of actual station construction (*), and may relay on the NETRC engineering and legal personnel to furnish assistance in pre-planning. Once a proposed station has entered the development period just prior to affiliation, NETRC will assume the major role, althoggh NAEB will continue to assist the station through its own designated types of service.

---

*NOTE: NAEB proposes to activate the following plan designed to assist in the organizing of civic action, establish ETV commissions, and planning for successful fund raising or other financial support.

A special Station Activation Committee will be appointed composed of representatives from each of NAEB's six regions. Each state will have a station activation committeeman serving to coordinate the work of state committees in their regions. Each state committee will seek to:

(1) Stimulate and promote community activity in all areas where channels have been allocated within its region,

(2) Provide on-the-spot consultation, address meetings, and assist in other ways at the local level,

(3) Arrange for flow of materials and other support activities from the national office and help in their application.

In situations where local leadership is not forthcoming or requires augmenting, NAEB proposed to make arrangements whereby an experienced ETV station manager might move in for a two to four math residence as interim head of the new station. He would organize community resources and support and remain until such time as the work of activating the channel was well under way.

It is assumed that such a plan, or any other plan of the same sort, would be put into action inclose cooperation with NETRC and with the end result of affiliation of the local station with NETRC in order to take advantage of its many services.

5. Development of all non-broadcast uses of television and radio in education.

NAEB will assume the responsibility for all services to closed circuit television users, with the exception of the furnishing of actual program materials supplied by NETRC.

NAEB will also maintain close relations with those in audio-visual and teaching device development so that educational broadcasters generally may be kept aware of achievements in these related fields, and so that those in related fields may be kept aware of achievements in educational broadcasting. The JCEB can provide helpful support in this regard, so that those most directly concerned with formal education may be provided with a clear picture of the various characteristics of all the newer media at their disposal.

6. International Educational Broadcasting

NAEB will have the primary responsibility for international exchange of consultants, overseas visits by educational broadcasters, and all international affairs not directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

NETRC will have no responsibility for international affairs except those directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

7. Research

NAEB shall be designated to coordinate all research in educational broadcasting and to publish reports and digests and to maintain a reference listing of same (see item 8: Information Service). This will be undertaken with consideration of JCEB's special interests in research directly related to formal education and of NETRC's special interests in research directly related to all open circuit use of television and radio in education. JCEB and NETRC at times will undertake research projects in their own fields, advising NAEB in advance of their intentions and furnishing reports on such projects to their constituents and to NAEB.

8. Information services: publications, reports, and library of factual information and research results.

NAEB will assume the responsibility for overall coordination of various efforts in this area, and is ready to undertake immediately the following specific activities:

(a) Collect research findings in educational radio and television.

(b) Publish a monthly compilation of digests of recent research findings in the field.

(c) Publish an annual catalog summarizing the research accomplished in one year and indicating where the reports may be obtained.

(d) Publish a weekly Washington Report on current developments in the nation's capital affecting the broadcasting industry and especially its educational aspects.

(e) Publish monthly Factsheet formerly issued by JCET.

(f) Continue to publish a monthly Newsletter and a professional Journal containing scholarly articles about educational broadcasting.

(g) Serve as a clearing house for educational broadcasting information and as a referral center for use of federal agencies, scholars, institutions, or foreign countries.

(h) Provide a library facility for use of scholars and communication research specialists.

(i) Develop, in cooperation with an institution of higher learning in Washington or with the Library of Congress, the nation's foremost deposit library for books, pamphlets, reports, documents, and other materials relating to educational broadcasting.

NETRC will publish the Directory of Educational Stations previously published annually by JCET, and will maintain its present publications, NET News and Inside Channels together with NET Annual Reports and such other special releases as may be necessary to interpret activities of NETRC and affiliated stations to each other, to the field, and to the general public.

It is anticipated that NAEB publications will include appropriate excerpts from NETRC releases, and vice versa. Coordination of mailings will be attempted in order to furnish all persons engaged in or interested in educational broadcasting with non-duplicative and effective information.

9. Professional services

As the recognized national professional organization for educational broadcasting, NAEB has primary responsibility in this entire area, and will be looked to for the expansion of such useful activities as:

Placement service for educational broadcasters
In-service training in workshops and seminars
Internships in educational radio and TV
Management training fellowships
Labor-management consultation service
International exchange fellowships
Liaison with teachers of radio and television techniques in accredited institutions
Liaison with Alpha Epsilon Rho
Liaison with teacher training institutions to teacher appreciation of possibilities in educational radio and TV

Such activities will be encouraged, supported, and assisted wherever possible by both JCEB and NETRC.

In special instances where NETRC is able to arrange limited workshop or training sessions only for members of affiliated stations, it will conduct them under its own auspices but will advise NAEB of the nature thereof so that all such activities in the field may be properly coordinated.

NAEB's professional group

---

It is anticipated that these "ground rules" will indicate a pattern for day-to-day working relationships in the immediate future, and that the success of any such plan must be the result of the willing efforts of the individuals most directly concerned. Both NAEB and NETRC wish to convey their eagerness to experiment with this pattern and the sincere desire of their personnel to cooperate with one another to the fullest extent. Any revisions dictated by practical experience will be duly reported for future review.

## PROPOSAL FOR JCET FUNCTIONS DISTRIBUTION

At a meeting of the JCET Board, January 3, 1961, plans were made for a possible modification of the JCET in which its staff functions would be assumed by the two operating agencies in the field, NAEB and NETRC. The presidents of these organizations were directed to submit a proposal for a cooperative re-allocation of the JCET staff functions.

### GENERAL PLAN

The Council will continue as a policy-determining group representing the educational community in matters relating to ETV.

The staff function - legal, engineering, informational services - would be assumed cooperatively by the Washington offices of the NAEB - NETRC and the product of this work made available to the Council as the basis for its policy formulation.

Expression of such policies would be made by the Chairman of JCET who, in appearances before the FCC or Congressional Committees, would bespeak the united voice of the constituent members. Any member, however, would be free to make an independent appearance at such hearings even though expressing a divergent view.

### SERVICES

Following are the major areas of JCET activity for which NAEB-NETRC will undertake the continuing and expanded responsibility. In general, the allocation is made in accordance with recognition of the NAEB as the Professional and Trade Association for ETV and NETRC as its network. NAEB has responsibility for a broad representation including stations, closed-circuit installations, production agencies, organizations interested in general development of educational broadcasting, as well as individuals working professionally in the field. NETRC has as its primary responsibility the provision of services for its affiliated stations and for the development of the educational television broadcasting movement.

1. Legal Services

This area concerns coordination of efforts on behalf of education before the FCC and committees of Congress and provision of supporting materials and testimony, defense of reserved channels, and assistance to those working to activate channels for ETV. These services also include assistance in the solution of rights problems and representation on education's behalf at national and international conferences involving legal matters affecting educational broadcasting. NAEB services would fall into these categories:

a. Leadership in developing positions on national issues affecting educational broadcasting. In this role it would serve to alert the NETRC and the Council on matters in which they should take a position and assist in such formulation via information and data.

b. Representation of education's interest in matters of allocations policy. Preparation of agruments in response to FCC proposals, development of briefs covering special needs of education in the electronic spectrum, and initiation of proceedings benefiting the long-range interests of education in the electronic spectrum.

c. Defense of educational assignments. Maintain constant vigilance against any attempt to delete a reservation or to proceed against an educational assignment. All parties affected will be alerted immediately and assistance provided in preparation of counter-filings.

d. Direction of appearances and activities relating to allocations, reservations and regulations. Coordination of testimony, recruitment of witnesses, marshalling of depositions in support of education's case.

e. Service to communities, institutions, and agencies desiring to establish stations or networks. Assistance in preliminary planning, preparation of forms, and presentation of petitions for addition of channels where unavailable.

f. Assistance in non-allocation legal matters: Copyright, talent, union, customs. Press for recognition of the special non-profit status of education and principle of ability to pay so that educational broadcasting is not saddled with the patterns in rights and union areas set in imitation of commercial practices. NAEB maintains a management consultant service to advise educational broadcasters in union relations.

g. Representation of U. S. education in international agreements affecting broadcasting. Leadership in establishing international agreements related to space transmission. (The International Telecommunications Union has appealed to the U. S. for such help and it is suspect if carried on only by armed services or the commercial industry.) Participation through EBU in development of international agreements relating to copyright and talent fees.

(NETRC legal services would be concerned with: representation for network problems, international broadcasting agreements and participation in international discussions on copyright, talent fees, etc., development in cooperation with NAEB of Center positions on national issues.)

2. Engineering Services

In no aspect of educational broadcasting do educational agencies so traditionally flounder (due to inadequate testimonial help and lack of experience and resource) as in the engineering area. Consequently, there is a constant and growing need for first-rate professional assistance for education.

The engineering service, like the legal service, will not replace the need for qualified consultants employed directly, but will help institutions to reach the stage where such consultants take over. More importantly, studies will be undertaken in the national, international and space areas -- studies which are necessary if education is not to be left out of the allocations which the next few years will bring.

NAEB engineering service will undertake activities in these categories:

a. Technical information: correspondence and office visits with persons seeking to establish radio or TV stations, closed-circuit installations, microwave circuits, state or regional networks.

b. On-the-spot consultations: visits to areas planning ETV activities and seeking special engineering advice. This includes not only single station developments but those involving multi-channel educational networks for both radio and TV.

c. Channel allocation studies: conduct continuing study of allocations to provide additional or changed assignments in UHF or VHF for ETV and maintain search for opportunities to increase or improve education's allotment of radio and television frequencies.

d. Preparation of special engineering statements: in support of filings by NAEB or other organizations to the FCC in matters relating to educational broadcasting. This includes preparation of engineering data and technical opinion, serving as expert witnesses before the FCC, and working closely with legal counsel in writing of briefs.

e. Continuing assistance to operating stations and closed-circuit installations. While most of the engineering service is directed at stations or networks in the planning stage, operations in-being are often in need of advice or assistance regarding problems that arise from new or revised regulations of the FCC or from actions initiated by commercial interests.

(NETRC engineering services will be concerned with: asistance in activating stations, representation for network problems, assistance to network members and stations under construction which will be network members, assistance in development in cooperation with NAEB of Center positions on national issues.)

3. Information Services

One of the greatest needs in the field of educational radio and television is for adequate access to present knowledge and current developments. There is an ever expanding demand for information concerning educational broadcasting by scholars, research specialists, and station operators, as well as foreign nations seeking to use these electronic media for their national welfare.

NAEB will carry on the following activities in the collection and dissemination of information and research findings in the field of educational broadcasting:

a. Collect research findings in educational radio and television.

b. Publish a monthly compilation of digests of recent research findings in the field.

c. Publish an annual catalog summarizing the research accomplished in the year and indicating where the reports may be obtained.

d. Publish a weekly Washington report on current developments in the nation's capital affecting the broadcasting industry and especially its educational aspects.

e. Publish the monthly Factsheet and Directory of ETV Stations, formerly issued by JCET.

f. Continue to publish a monthly Newsletter and professional journal containing scholarly articles about educational broadcasting.

g. Serve as a clearing house for educational broadcasting information and as a referral center for use of federal agencies, scholars, institutions, or foreign countries.

h. Provide a library facility for use of scholars and communication research specialists.

i. Develop, in cooperation with an institution of higher learning in Washington or with the Library of Congress, the nation's foremost deposit library for books, pamphlets, reports, documents, and other materials relating to educational broadcasting.

j. Perform a facilitating role in the distribution of information through NETRC and other channels as well as develop feed-back channels via NAEB's constituency and those of other groups and the general public, to make possible sounder guidance for national political leaders and representatives.

(NETRC's activities in the information area will relate to dissemination of information to its member stations and handling inquiries about the ETV movement, how to start a station, etc. In addition to correspondence, office visits, etc., it will continue to publish NET News, Inside Channels, and its Annual and other reports.)

4. Station Activation

The most neglected area, in many respects, of the ETV movement. Since the demise of NCCET little has been done on a national scale to activate the unused channels via arousing citizen interest and support for ETV at the local level. Yet with 267 channels remaining much needs to be done in the way of helping to stimulate and coordinate community, state and regional interest in planning educational stations and networks.

NAEB will activate the following plan designed to assist in the organizing of civic action, establish ETV commissions, and planning for successful fund raising or other financial support.

A special Station Activation Committee will be appointed composed of representatives from each of NAEB's six regions. Each state will have a station activation committeeman serving to coordinate the work of state committees in their regions.

Each state committee will (1) seek to stimulate and; promote community activity in all areas where channels have been allocated within its region (2) provide on-the-spot consultation, address public meetings, and assist in other ways at the local level (3) arrange for flow of materials and other support activities from the national office and help in their application.

In situations where local leadership is not forthcoming or requires augmenting, arrangements will be made wherever possible to move in an experienced manager for a two-four month residence to serve as interim manager for the new station. He will organize community resources and support and remain until such time as the work of activating the channel was well on its way. The Placement Service, Management Consultant Service and Management Training Program, will be utilized in helping to train and process staff for the new station.

(NETRC has a major concern in station activation and will utilize its legal, engineering, informational and other services and resources in active participation in station and NET development. This includes stimulation of interest and use by educational and community agencies of ETV, visitations to areas seeking to activate channels, advise on community organization and fund-raising, and other support activities related to expansion of the ETV Network.)

5. Supporting Services

In addition to the primary services listed in the foregoing, the NAEB and NETRC currently perform many services which provide valuable support and supplementation.

Among those supplied to its membership by NAEB are:

a. Placement Service: To help educational stations locate the best qualified staff, the NAEB operates a Placement Service, maintaining a file of qualified persons seeking employment in the educational broadcasting field. This file includes personnel in programming, engineering, management, and all phases of broadcasting. This service is particularly beneficial in support of the activation service by assisting new stations to more quickly and efficiently employ qualified persons.

b. In-service Training: Provides in-service training to personnel employed by educational stations through the conduct of workshops and seminars. During the past nine years, it has conducted some 35-40 such training sessions -- ranging from seminars for writers of in-school programs, through production, staging and lighting, and utilization, to workshops dealing with video recording techniques.

In addition, the NAEB has provided nearly 100 scholarships to permit broadcasters to increse their professional capabilities through attendance at summer sessions or seminars offered by universities. Plans are being developed for a management training program which will provide for two annual apprentice fellowships at ETV stations.

Such in-service training, combined with the Placement Service, results in better qualified men and women to help man the new stations.

c. Management Consultation Services: The NAEB currently retains a consultant in the field of labor-management relations to assist stations with any problems they may

encounter in these areas. Since problems of this nature often arise in connection with this activation of new stations, this supplementary service will be helpful in the station activation activities.

NAEB has as a major goal the establishment of a true profession of educational broadcasters with recognized standards and respected status. Since excellence in the educational results of using electronic media rests upon the quality and dedication of the personnel involved, it is imperative that we attract and develop the best and imaginative young talents in the land for this profession. NAEB through a coordinated effort of individual development and institutional cooperation is committed to help bring this about.

d. Research: The NAEB fosters and encourages research, both basic and applied, on various aspects of educational broadcasting. It publishes research reports and digests of findings and contracts for conduct of research projects. The NAEB Research Committee works actively in the development of research programs and the stimulation of research activities.

(NETRC provides a number of supporting services including conferences for its affiliated stations, consultation services, in-service workshops for affiliates' employees, and engages in and underwrites research on ETV, especially in the area of audience studies and program evaluation.)

Joint Council on Educational Broadcasting
1785 Massachusetts Avenue, N.W.
Washington 6, D.C.
Tel: HUdson 3-6620

FOR IMMEDIATE RELEASE

# JOINT COUNCIL ON EDUCATIONAL BROADCASTING FORMED

At its meeting on February 2, 1961 the members of the Joint Council on Educational Television agreed to change the name of the organization to the Joint Council on Educational Broadcasting, in order to reflect the Council's broadened interest in the educational use of both radio and television.

The following organizations were named members of the newly constituted JCEB:

American Association of School Administrators
American Association of Land-Grant Colleges and State Universities
American Council on Education
Council of Chief State School Officers
National Association of Educational Broadcasters
National Education Association of the United States
National Educational Television and Radio Center
State Universities Association

The Chairman of the JCEB, Lawrence E. Dennis, Vice President of The Pennsylvania State University, announced that David C. Stewart, who has been associated with the JCET for the past six years, has been appointed Secretary of the new organization. The Joint Council on Educational Broadcasting will retain the Washington law firm of Krieger and Jorgensen.

Stewart and Cyril M. Braum (formerly Engineering Consultant to the JCET) have joined the staff of a newly established Washington office of the National Educational Television and Radio Center as Director and Engineering Consultant respectively.

In announcing the Council's actions, Chairman Dennis pointed out that the constituent organizations had approved in principle the primary role of the Council which is to maintain leadership in the formation and enunciation of important educational policy decisions having a bearing upon educational radio and television broadcasting. "In discharging these responsibilities," Mr. Dennis stated, "the present organization will build upon the extensive experience of its predecessor organization, the Joint Council on Educational Television, and will continue to provide the chief forum for discussion and policy formation on national issues affecting all aspects of educational broadcasting."

2/7/61

Outline of Suggested Policy For NAEB Relative To Channel Assignments and Station Activation.

1. Establish as an operating principle the defense of any ETV application in competition with commercial interests for an unreserved channel. In practical action, this would mean taking an official and public stand on such issues, and in whatever way possible insisting upon full consideration of the ETV Program Service as being in the public interest.

2. When an educational applicant files on a non-reserved channel, inform such applicant that within the legal, financial and technical resources of NAEB, we will support his application. ~~That any~~ exhibits, statements, information, testimony or other such support ~~he needs will be available~~ as may be helpful.

3. Advise with all educational petitioners in rule-making proceedings, and, in cooperation with such petitioners, file necessary supporting documents and provide such other support as indicated.

4. Officially enter any rule-making proceedings which is intended to delete a reserved channel or to degrade the position of a reserved channel in a general allocation switch in any particular area.

5. Enter petition for rule-making where our engineering research indicates a VHF channel may be dropped in and reserved.

6. Establish a policy of filing an intervention in an application hearing when such intervention if accepted by FCC would tend to define a principle or help make the educational application more effective.

DRAFT

January 21, 1961

Draft of Proposal for NAEB-NETRC
Working Relationships with JCEB

NOTE: This statement is coordinate with the JCET memo dated January 17 which covers the proposed activities of that organization.

It is assumed hereunder that the members of the JCET might agree that their responsibilities and interests apply not only to television but also to radio in education, and that therefore in the formulation the council might well be established as the "Joint Council On Educational Broadcasting."

- - - -

The following proposal acknowledges the role of the JCEB as defined in the JCET memo of January 17, and attempts to spell out the related roles of the National Association of Educational Broadcasters as the recognized national professional organization in the field and the National Educational Television and Radio Center as the national programming and networking agency in the field with special concern for stations on the air and about to come on the air.

I. POLICY FORMATION AND LIAISON WITH GOVERNMENT

In their respective roles in the educational broadcasting field and as constituent members of JCEB, NAEB and NETRC accept the responsibility

for alerting JCEB to matters of national importance wherein a determination of educational policy may be useful or required. Both NAEB and NETRC will assume their share in the formulation of such policies and will communicate to their respective constituents whatever policies or positions may thus be established.

To the extent that the above commitments or other matters involve day to day liaison with Congress and its committees and with the FCC, the NAEB and the NETRC each will have responsibility for matters that are the particular concern of the individual organization. NAEB and NETRC will work closely to utilize the experience and competence of each other in these activities.

It is understood that any organization shall be free to make an independent representation to the government when it may deem this advisable, but should at least inform associated organizations of its intentions before doing so.

II. STATION ACTIVATION

Primary responsibility for development of additional educational stations, methods of interconnection thereof, and new patterns of program distribution will rest with NETRC. Engineering and legal services of its Washington office together with allied activities of its other departments (especially Station Relations) will be utilized to this end.

NAEB's supporting activities will include stimulation of greater use of radio and television, as in Item III below.

III. STIMULATION OF INTEREST AND USE OF BROADCASTING MEDIA BY EDUCATIONAL AGENCIES

While this is a continuing responsibility of all constituent members of JCEB, NAEB will assume primary responsibility for such stimulation through its professional activities, publications, research library and reports, and the consultative activities of its many members.

NETRC's supporting activities normally will result from its regular services to stations on the air and about to come on the air, and specifically through its efforts toward Station Activation, as in Item II above.

IV. DEVELOPMENT OF NON-BROADCAST USES OF RADIO AND TELEVISION IN EDUCATION

NAEB will assume responsibility for all services to closed circuit television users, with the exception of furnishing actual program materials supplied by NETRC. NAEB also will maintain close relations with those in audio-visual and teaching device development so that educational broadcasters generally may be kept aware of important developments in these related fields.

V. INFORMATION SERVICES

NAEB will be responsible for collection and publication of research findings and will endeavor to establish a national clearing house and referral center for all those requiring data on any aspect of the use of radio and television in education. NAEB also will continue to publish a weekly Washington Report, a monthly Factsheet (similar to that previously issued by JCET), and its

regular professional Newsletter and scholarly Journal. It will also maintain a directory of educational radio stations.

NETRC will publish the Directory of Educational Television Stations (formerly issued annually by JCET) and will maintain its present publications, NET News, Inside Channels, and NET Annual Reports together with such other special reports or publications as may be necessary to interpret activities of NETRC and affiliated stations to each other, to the field, and to the general public.

NAEB and NETRC will attempt to coordinate their publications in order to avoid duplication and to service adequately all those engaged in or interested in educational radio and television.

***

JR 1-21-61

To: Bill Harley
David Stewart

January 21, 1961

From: Jim Robertson

Re: SUPPLEMENTARY MEMORANDUM on NAEB-NETRC Working Relationships unrelated to JCEB

NOTE: Harley, White, and Robertson agreed that the draft proposal for submission at the February 2 meeting of JCET ought to include only those areas of activity formerly the concerns of JCET, but that at some time in the future -- in discussion with their own boards and staff and in some type of joint announcement -- the following additional working relationships should be identified. These can be discussed in the February 2 meeting should this be desirable.

The following items are numbered as though to continue on after the items included in the draft proposal submitted to JCEB.

VI. INTERNATIONAL EDUCATIONAL BROADCASTING

NAEB will have primary responsibility for international exchange of consultants, overseas visits by educational broadcasters, and all international affairs not directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

NETRC, on the other hand, will have the primary responsibility for international affairs which are directly concerned with broadcast programs and the planning, production, distribution, and transmission thereof.

VII. SUPPORTING SERVICES

As the recognized professional and trade organization in

educational broadcasting, NAEB has the primary responsibility in the entire area of professional services and will be looked to for the continuation and - hopefully - the expansion of such necessary activities as:

Placement service
In-service training
Internships
Management training fellowships
Labor-management consultation service
International exchange fellowships
Liaison with teachers of radio and television
Liaison with teacher training institutions in better utilization of radio and TV in education

In special instances, limited workshop or conference sessions related to specific network operations may be conducted by NETRC exclusively for staff members of affiliated stations. In such special cases, NETRC will advise NAEB of its plans so that all training activities in the field may be properly co-ordinated.

VIII. CLOSER RELATIONSHIP ORGANIZATIONALLY

In addition to the close cooperation and mutual understanding which has been evident on the part of all NAEB abd NETRC officers and staff immediately involved in the present discussions and which gives excellent promise of smooth working relationships in the future, two specific procedural suggestions have been made.

(1) NETRC intends to invite the President of NAEB to be a guest at all regular Affiliates Meetings, and also to be in attendance at all meetings of the NETRC Affiliates Committee called by the Center.

(2) NAEB is exploring the possibility of allowing some similar Center representation at the NAEB board meetings.

NATIONAL EDUCATIONAL TELEVISION AND RADIO CENTER
1785 Massachusetts Avenue, N.W.
Washington 6, D. C.
Telephone: HUdson 3-6367

We are glad to know of your interest in educational television and to send available material in response to your request.

The Joint Council on Educational Television (JCET) has been changed to the Joint Council on Educational Broadcasting (JCEB), as described by an enclosed news release, and the service functions previously furnished by the JCET are now being provided by the National Association of Educational Broadcasters (NAEB) and the National Educational Television and Radio Center. The Educational Television Factsheet previously published by the JCET has been discontinued, and the NAEB plans to publish a similar newsletter. The NAEB also has additional material available concerning educational television, and your inquiry has been forwarded to their office, 1346 Connecticut Avenue, N.W., Washington 6, D. C., for further attention.

The National Educational Television and Radio Center, 10 Columbus Circle, New York 19, New York, is the network headquarters for more than 50 affiliated noncommercial educational television stations across the country. Its primary function is to provide national program service to these affiliates. It also furnishes them with consulting service on all phases of ETV station operation. To report on ETV developments, it publishes NET NEWS, a quarterly. Requests for information about programs and station affiliation, for copies of NET NEWS, and for inclusion on the mailing list should be sent to that office.

The Washington office of the Center, in coordination with the main office in New York, is concerned with the reservation of channels and the activation of ETV stations. It furnishes legal, engineering and other advice to those planning ETV stations, including matters concerning FCC applications and procedure. It serves as a source of information on channel allocations and government regulations. Should you wish information about any of these matters, we would be pleased to be of assistance.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.